

AGENDA ITEM # 29

KEY FOCUS AREA: Economic Vibrancy

AGENDA DATE: September 11, 2013

COUNCIL DISTRICT(S): 1, 2, 14

DEPARTMENT: Public Works Department
Convention and Event Services

CMO: Jill A. Jordan, P.E., 670-5299
Forest E. Turner, 670-3390

MAPSCO: 44 Z,Y; 45 E,F,J,K,L,P,S,T,W; 54 B,C,D,F,G,H

SUBJECT

Authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for the operation of a two year demonstration project for a downtown supplemental shuttle service - Not to exceed \$800,000 - Financing: Convention and Event Services Current Funds (subject to annual appropriations)

BACKGROUND

The proposed downtown shuttle service will be a two-year demonstration project with service commencing November 4, 2013. Dallas Area Rapid Transit (DART) has collaborated with the City of Dallas and Downtown Dallas Inc. (DDI) to evaluate the demand for a tourist focused downtown bus circulator service as well as plan the most appropriate shuttle to meet the needs of tourists, downtown residents, employees, and visitors. With the completion of the Omni Convention Center Hotel, the Klyde Warren Park, and the Perot Science Center and the increase in the Dallas convention business, the need for downtown bus circulator service appears to be warranted. The service will be evaluated at the end of that period to determine if it should continue.

The proposed shuttle service shall consist of a new route, Route 722. Route 722 will operate between Downtown Dallas and North Oak Cliff serving major destinations in the Central Business District, Victory, the Cedars and the Bishop Arts District. The proposed operating schedule commencing this fall will provide service at a frequency of every 15 minutes from 11:00 a.m. to 10:30 p.m. Monday through Saturday. It is anticipated that there will be no fee to utilize the service. The shuttle service will have a unique identity independent of the regular DART fleet with specific branding on the 30 foot buses and stops.

BACKGROUND (Continued)

The estimated operating expenses of this service are approximately \$1.3 million per year. The City of Dallas will contribute \$400,000 per year and Downtown Dallas, Inc. will contribute \$250,000 per year. Dallas will make 24 monthly payments to DART and DDI will pay Dart once annually in January 2014 and 2015. In addition, DART received a Job Access and Reverse Commute (JARC) grant for Route 722 shuttle in the amount of \$516,664 over a two-year period. The DART Board agreed to provide the remaining funds to operate the service. The City's funding comes from the additional incremental Tourism Public Improvement District assessment. The assessment is taxable, which provides the revenue for the funding.

This action will authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for the operation of a two year demonstration project for a downtown supplemental shuttle service with a financial contribution of \$400,000 annually for the next two years.

PRIOR ACTION/REVIEW (COUNCIL, BOARDS, COMMISSIONS)

This item has no prior action.

FISCAL INFORMATION

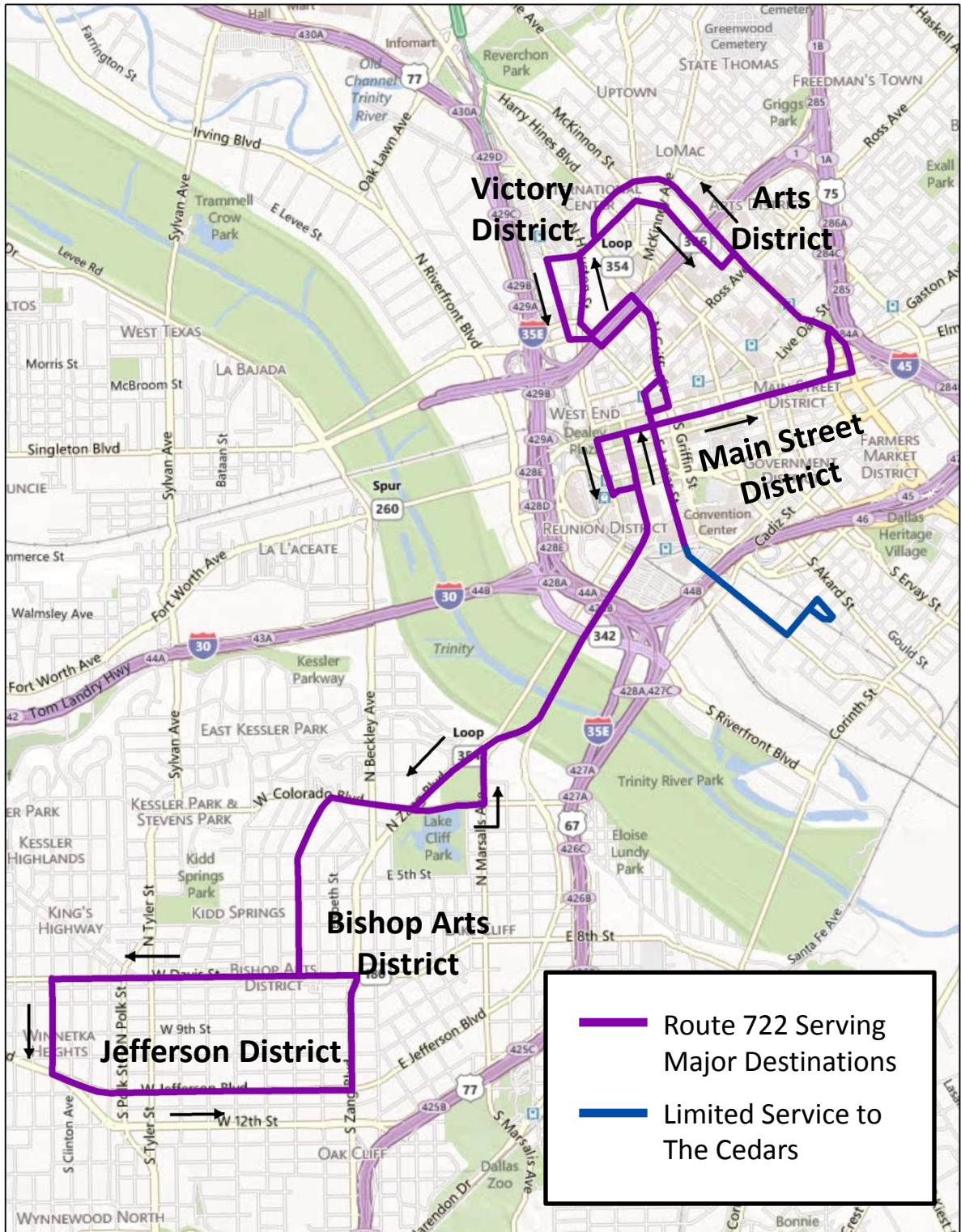
Convention and Event Services Current Funds (subject to annual appropriations) - \$800,000

<u>Council District</u>	<u>Amount</u>
1	\$344,000
2	\$128,000
14	<u>\$328,000</u>
Total	\$800,000

MAP

Attached.

ROUTE 722
Downtown – Edgefield Shuttle
MAPSCO: 44Y,Z 45E,F,J,K,L,P,S,T,W
54B,C,D,F,G,H



September 11, 2013

WHEREAS, with the increase in the Dallas convention business, downtown residential housings, growing employment base, and completed parks and attractions, Downtown Dallas, Inc (DDI) has identified a specific need for bus circulator service to major destinations in and around the Central Business District; and,

WHEREAS, the City of Dallas, DDI, and Dallas Area Rapid Transit (DART) have collaborated to evaluate the demand for a tourist focused downtown bus service as well as plan the most appropriate shuttle to meet that need; and,

WHEREAS, DART proposes to conduct a two year demonstration project of the Downtown Bus Circulator for approximately \$1,300,000 per year with annual contributions from the City of Dallas of \$400,000 and DDI in the amount of \$250,000; and,

WHEREAS, the City of Dallas, DART and DDI desire to enter into an agreement outlining the establishment of Route 722, detailing the proposed stops and hours of operation for the demonstration project; and,

WHEREAS, this agreement is intended to define the financial commitment and responsibilities of the Parties; and,

WHEREAS, it is now desirable to authorize a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for the operation of a two year demonstration project for a downtown supplemental shuttle service in an amount not to exceed \$800,000.

Now, Therefore,

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF DALLAS:

Section 1. That the City Manager is hereby authorized to execute a Funding Agreement between Dallas Area Rapid Transit, Downtown Dallas, Inc. and the City of Dallas for the operation of a two year demonstration project for a downtown supplemental shuttle service in an amount not to exceed \$800,000.00, after it has been approved as to form by the City Attorney.

Section 2. That the City Controller is hereby authorized to disburse funds in accordance with the terms and conditions of the agreement from Convention Center Operating Fund 0080, Dept. CCT, Unit 7840, Obj. 3099, Vendor No. 232802 in an amount not to exceed \$800,000 (subject to annual appropriations).

Section 3. That this resolution shall take effect immediately from and after its passage in accordance with the provisions of the Charter of the City of Dallas, and it is accordingly so resolved.